

DUPLICATE INVOICE



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
Main: (407)645-2222
Billing: (407)389-7661

www.wesh.com

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

Flight Dates	Order #	Alt Order #
10/23/12 - 10/30/12	950426	07898914

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	10/26/12	M-F Early Sunrise	5:00-6:00 AM	-TWTF--	:30	4	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/23/12	5:24 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z151H	\$350.00 NM
1	WESH	W	10/24/12	5:28 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z151H	\$350.00 NM
2	WESH	Th	10/25/12	5:30 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z159H	\$350.00 NM
4	WESH	F	10/26/12	5:42 AM	M-F Early Sunrise	5:00-6:00 AM	:30	OFA12Z159H	\$350.00 NM
3	10/23/12	10/26/12	M-F Sunrise @6AM	6:00-7:00 AM	-TWTF--	:30	4	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WESH	Tu	10/23/12	6:53 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12G155H	\$1,100.00 NM
1	WESH	W	10/24/12	6:27 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12G155H	\$1,100.00 NM
2	WESH	Th	10/25/12	6:43 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12Z159H	\$1,100.00 NM
3	WESH	F	10/26/12	6:56 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	OFA12Z159H	\$1,100.00 NM
4	10/23/12	10/26/12	NBC Today Show	7:00-9:00 AM	-TWTF--	:30	4	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/23/12	7:23 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12Z151H	\$1,600.00 NM
3	WESH	W	10/24/12	8:37 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12G172H	\$1,600.00 NM
4	WESH	Th	10/25/12	7:56 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12Z159H	\$1,600.00 NM
2	WESH	F	10/26/12	8:29 AM	NBC Today Show	7:00-9:00 AM	:30	OFA12Z159H	\$1,600.00 NM
5	10/23/12	10/26/12	*Early Sunrise @4:30AM	430a-5am	-TWTF--	:30	4	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/23/12	4:44 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12G155H	\$75.00 NM
1	WESH	W	10/24/12	4:44 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12G155H	\$75.00 NM
4	WESH	Th	10/25/12	4:56 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12Z159H	\$75.00 NM
2	WESH	F	10/26/12	4:43 AM	*Early Sunrise @4:30AM	430a-5am	:30	OFA12Z159H	\$75.00 NM

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We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/23/12	10/26/12	*Early Sunrise @4:30AM	430a-5am	-TWTF--	:30	4	\$75.00	NM
Class of Time - Pre-emptible with notice									
7	10/27/12	10/27/12	Sat 5-6a	Sat 5-6a	-----S-	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$75.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WESH Sa 10/27/12 5:42 AM Sat 5-6a Sat 5-6a :30 OFA12G182H \$75.00 NM									
8	10/27/12	10/27/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Sa 10/27/12 7:26 AM Sat Sunrise 6-8 AM 6:00-8:00 AM :30 OFA12G172H \$400.00 NM									
9	10/27/12	10/27/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,300.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Sa 10/27/12 8:30 AM NBC Saturday Sat 8-10am :30 OFA12G182H \$1,300.00 NM									
10	10/28/12	10/28/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/28/12 6:13 AM Sun Sunrise@6-8 AM 6:00-8:00 AM :30 OFA12G182H \$400.00 NM 2 WESH Su 10/28/12 7:13 AM Sun Sunrise@6-8 AM 6:00-8:00 AM :30 OFA12Z159H \$400.00 NM									
11	10/28/12	10/28/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	2	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 2 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/28/12 8:23 AM NBC Sunday Today 8:00-9:00 AM/9-11A :30 OFA12G172H \$2,000.00 NM 2 WESH Su 10/28/12 8:59 AM NBC Sunday Today 8:00-9:00 AM/9-11A :30 OFA12G182H \$2,000.00 NM									
12	10/28/12	10/28/12	NBC MEET THE PRESS NBC MEET THE P		-----S	:30	1	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/28/12 9:45 AM NBC MEET THE PRESS NBC MEET THE PI :30 OFA12G172H \$4,000.00 NM									
13	10/23/12	10/26/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	-TWTF--	:30	4	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/23/12 9:46 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12G155H \$900.00 NM 4 WESH W 10/24/12 9:39 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12G155H \$900.00 NM 2 WESH Th 10/25/12 9:57 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12G172H \$900.00 NM 3 WESH F 10/26/12 9:54 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 OFA12G172H \$900.00 NM									
15	10/23/12	10/26/12	NBC Today Show II	10AM-11AM	-TWTF--	:30	4	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									

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Advertiser		Product	Estimate Number
Obama/D/President		SKED A 30'S	1537

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	10/23/12	10/26/12	NBC Today Show II	10AM-11AM	-TWTF--	:30	4	\$800.00	NM
Class of Time - Pre-emptible with notice									
10/22/12 10/28/12 -TWTF-- 4 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/23/12	10:59 AM	NBC Today Show II	10AM-11AM	:30	OFA12Z151H	\$800.00 NM
4	WESHW	10/24/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	OFA12Z151H	\$800.00 NM	
3	WESH	Th	10/25/12	10:58 AM	NBC Today Show II	10AM-11AM	:30	OFA12Z159H	\$800.00 NM
1	WESH	F	10/26/12	11:00 AM	NBC Today Show II	10AM-11AM	:30	OFA12Z159H	\$800.00 NM
17	10/23/12	10/26/12	NBC Today Show III	11AM-12PM/10-11/	-TWTF--	:30	3	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	3	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/23/12	11:51 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12G155H	\$700.00 NM
2	WESHW	10/24/12	11:29 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12G172H	\$700.00 NM	
1	WESH	Th	10/25/12	11:29 AM	NBC Today Show III	11AM-12PM/10-11/	:30	OFA12G172H	\$700.00 NM
18	10/23/12	10/26/12	M-F NOON NEWS 12-12:12:00-12:30 PM	12:00-12:30 PM	-TWTF--	:30	4	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	4	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/23/12	12:10 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12G155H	\$500.00 NM
2	WESHW	10/24/12	12:27 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12Z151H	\$500.00 NM	
4	WESH	Th	10/25/12	12:29 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12Z159H	\$500.00 NM
3	WESH	F	10/26/12	12:13 PM	M-F NOON NEWS 12-12:30	12:00-12:30 PM	:30	OFA12Z159H	\$500.00 NM
19	10/23/12	10/26/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-TWTF--	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	3	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESH	Tu	10/23/12	4:30 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12Z151H	\$900.00 NM
2	WESHW	10/24/12	4:25 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12Z151H	\$900.00 NM	
1	WESH	F	10/26/12	4:58 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	OFA12Z159H	\$900.00 NM
20	10/23/12	10/26/12	M-F 5-6 PM ROT	5:00-6:00 PM	-TWTF--	:30	5	\$1,100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	5	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/23/12	5:23 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12G155H	\$1,100.00 NM
5	WESH	Tu	10/23/12	5:40 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12G155H	\$1,100.00 NM
1	WESHW	10/24/12	5:24 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12G155H	\$1,100.00 NM	
4	WESH	Th	10/25/12	5:23 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12Z159H	\$1,100.00 NM
3	WESH	Th	10/25/12	5:43 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	OFA12Z159H	\$1,100.00 NM
21	10/23/12	10/26/12	M-F 6-6:30 PM	M-F 6-6:30 PM	-TWTF--	:30	4	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-TWTF--	4	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Tu	10/23/12	6:28 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12Z151H	\$1,500.00 NM
3	WESHW	10/24/12	6:10 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12G155H	\$1,500.00 NM	
1	WESH	Th	10/25/12	6:27 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12Z159H	\$1,500.00 NM
4	WESH	F	10/26/12	6:22 PM	M-F 6-6:30 PM	M-F 6-6:30 PM	:30	OFA12Z159H	\$1,500.00 NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/23/12	10/26/12	M-F 6-6:30 PM Class of Time - Pre-emptible with notice	M-F 6-6:30 PM	-TWTF--	:30	4	\$1,500.00	NM
23	10/27/12	10/27/12	SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30 PM	-----S-	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Sa 10/27/12 6:22 PM SA/SU 6-6:30 PM SA/SU 5:58-6:30 PM :30 OFA12Z159H \$1,100.00 NM									
24	10/28/12	10/28/12	SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30 PM	-----S	:30	1	\$1,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Su 10/28/12 6:00 PM SA/SU 6-6:30 PM SA/SU 5:58-6:30 PM :30 OFA12G182H \$1,100.00 NM									
25	10/23/12	10/26/12	M-F Entertainment Tonight 7:00-7:30 PM Class of Time - Pre-emptible with notice	7:00-7:30 PM	-TWTF--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WESH Tu 10/23/12 7:17 PM M-F Entertainment Tonight 7:00-7:30 PM :30 OFA12G155H \$1,800.00 NM 1 WESH W 10/24/12 7:29 PM M-F Entertainment Tonight 7:00-7:30 PM :30 OFA12Z151H \$1,800.00 NM 2 WESH Th 10/25/12 7:17 PM M-F Entertainment Tonight 7:00-7:30 PM :30 OFA12Z159H \$1,800.00 NM 4 WESH F 10/26/12 7:30 PM M-F Entertainment Tonight 7:00-7:30 PM :30 OFA12Z159H \$1,800.00 NM									
27	10/23/12	10/26/12	M-F Access Hollywood Access Hollywood / Class of Time - Pre-emptible with notice	Access Hollywood /	-TWTF--	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 3 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WESH Tu 10/23/12 7:42 PM M-F Access Hollywood Access Hollywood / :30 OFA12Z151H \$1,800.00 NM 2 WESH Th 10/25/12 7:55 PM M-F Access Hollywood Access Hollywood / :30 OFA12Z159H \$1,800.00 NM 1 WESH F 10/26/12 7:54 PM M-F Access Hollywood Access Hollywood / :30 OFA12Z159H \$1,800.00 NM									
28	10/27/12	10/27/12	Sat. Entertainment this W 7:00-8:00 PM Class of Time - Pre-emptible with notice	7:00-8:00 PM	-----S-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Sa 10/27/12 7:36 PM Sat. Entertainment this Week 7:00-8:00 PM :30 OFA12G182H \$1,000.00 NM									
29	10/23/12	10/27/12	M-Su News @ 11PM 11-1135p Class of Time - Pre-emptible with notice	11-1135p	-TWTF--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WESH Tu 10/23/12 11:22 PM M-Su News @ 11PM 11-1135p :30 OFA12Z151H \$1,800.00 NM 2 WESH W 10/24/12 11:13 PM M-Su News @ 11PM 11-1135p :30 OFA12G155H \$1,800.00 NM 1 WESH Th 10/25/12 11:33 PM M-Su News @ 11PM 11-1135p :30 OFA12Z159H \$1,800.00 NM 3 WESH F 10/26/12 11:29 PM M-Su News @ 11PM 11-1135p :30 OFA12Z159H \$1,800.00 NM									
30	10/23/12	10/26/12	NBC Tonight Show Class of Time - Pre-emptible with notice	11:35P-12:35XM	-TWTF--	:30	4	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -TWTF-- 4 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WESH Tu 10/23/12 12:29 AM NBC Tonight Show 11:35P-12:35XM :30 OFA12G155H \$900.00 NM									

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Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
30	10/23/12	10/26/12	NBC Tonight Show	11:35P-12:35XM	-TWTF--	:30	4	\$900.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHW		10/24/12	12:07 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12G155H	\$900.00 NM
3	WESHTh		10/25/12	12:29 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12Z159H	\$900.00 NM
4	WESHF		10/26/12	12:23 AM	NBC Tonight Show	11:35P-12:35XM	:30	OFA12Z159H	\$900.00 NM
32	10/23/12	10/26/12	NBC Carson Daly ON	NBC Carson Daly C	-TWTF--	:30	6	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	6	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WESHTu		10/23/12	2:00 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12G155H	\$100.00 NM
1	WESHW		10/24/12	1:45 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12G172H	\$100.00 NM
5	WESHW		10/24/12	2:04 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12Z151H	\$100.00 NM
4	WESHTh		10/25/12	1:46 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12Z159H	\$100.00 NM
2	WESHF		10/26/12	1:45 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12G172H	\$100.00 NM
6	WESHF		10/26/12	2:04 AM	NBC Carson Daly ON	NBC Carson Daly C	:30	OFA12Z159H	\$100.00 NM
36	10/24/12	10/24/12	NBC Prime CHICAGO FIRE	10:00-11:00 PM	--W----	:30	1	\$7,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$7,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		10/24/12	10:28 PM	NBC Prime CHICAGO FIRE	10:00-11:00 PM	:30	OFA12Z151H	\$7,500.00 NM
37	10/26/12	10/26/12	NBC Prime WHITNEY/CC	8:00-9:00 PM	----F--	:30	1	\$2,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHF		10/26/12		NBC Prime WHITNEY/COMM	8:00-9:00 PM	:00		\$2,000.00 NM
See MG 37.2									
2	WESHF		10/26/12	8:42 PM	NBC Prime MOCKINGBIRD LAN	8:00-9:00 PM	:30	OFA12Z159H	\$2,000.00 NM
MG for 37.1 10/26									
38	10/26/12	10/26/12	NBC Prime GRIMM	9:00-10:00 PM	----F--	:30	1	\$5,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$5,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHF		10/26/12	9:17 PM	NBC Prime GRIMM	9:00-10:00 PM	:30	OFA12Z159H	\$5,000.00 NM
39	10/28/12	10/28/12	NFL	8:00PM-conclusion	-----S	:30	2	\$12,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	2	\$12,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	10:06 PM	NFL	8:00PM-conclusion	:30	OFA12G182H	\$12,000.00 NM
2	WESH	Su	10/28/12	11:46 PM	NFL	8:00PM-conclusion	:30	OFA12Z159H	\$12,000.00 NM
LR - Football									
40	10/28/12	10/28/12	Sun 5-6a	Sun 5-6a	-----S	:30	1	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	5:27 AM	Sun 5-6a	Sun 5-6a	:30	OFA12Z159H	\$75.00 NM
45	10/23/12	10/26/12	COMMITMENT 2012 SPE	12:30PM-1:00PM	-TWTF--	:30	4	\$300.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

DUPLICATE INVOICE

Send Payment To:



WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
950426-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A 30'S	1537

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/23/12	12:37 PM	COMMITMENT 2012 SPECIAL	12:30PM-1:00PM	:30	OFA12Z151H	\$300.00 NM
3	WESH	W	10/24/12	12:57 PM	COMMITMENT 2012 SPECIAL	12:30PM-1:00PM	:30	OFA12G155H	\$300.00 NM
4	WESH	Th	10/25/12	12:57 PM	COMMITMENT 2012 SPECIAL	12:30PM-1:00PM	:30	OFA12Z159H	\$300.00 NM
2	WESH	F	10/26/12	12:52 PM	COMMITMENT 2012 SPECIAL	12:30PM-1:00PM	:30	OFA12Z159H	\$300.00 NM
50	10/23/12	10/23/12	NBC Prime VOICE	8:00-9:00 PM	-T-----	:30	3	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-----	3	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	10/23/12	8:00 PM	NBC Prime VOICE	8:00-9:00 PM	:30	OFA12G155H	\$4,000.00 NM
3	WESH	Tu	10/23/12	8:22 PM	NBC Prime VOICE	8:00-9:00 PM	:30	OFA12G155H	\$4,000.00 NM
2	WESH	Tu	10/23/12	8:42 PM	NBC Prime VOICE	8:00-9:00 PM	:30	OFA12Z151H	\$4,000.00 NM
51	10/24/12	10/24/12	NBC Prime L&O SVU	9:00-10:00 PM	--W----	:30	1	\$4,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	10/24/12	9:41 PM	NBC Prime L&O SVU	9:00-10:00 PM	:30	OFA12G155H	\$4,000.00 NM
52	10/26/12	10/26/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$3,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$3,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	10/26/12	10:29 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	OFA12Z159H	\$3,500.00 NM
53	10/28/12	10/28/12	NFL PRE-GAME	7:00P-8:00PM	-----S	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	7:08 PM	NFL PRE-GAME	7:00P-8:00PM	:30	OFA12Z159H	\$4,500.00 NM
54	10/27/12	10/27/12	NBC Prime CHICAGO FIRE	9:00-10:00 PM	-----S-	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/27/12	9:40 PM	NBC Prime CHICAGO FIRE	9:00-10:00 PM	:30	OFA12Z159H	\$1,000.00 NM
55	10/27/12	10/27/12	NBC Prime L&O SVU	10:00-11:00 PM	-----S-	:30	1	\$1,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S-	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	10/27/12	10:33 PM	NBC Prime L&O SVU	10:00-11:00 PM	:30	OFA12G182H	\$1,000.00 NM
56	10/28/12	10/28/12	CHRIS MATTHEWS WK	CHRIS MATTHEW:	-----S	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-----S	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	10/28/12	10:22 AM	CHRIS MATTHEWS WKND EM	CHRIS MATTHEW:	:30	OFA12Z159H	\$1,200.00 NM

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Advertiser	Product	Estimate Number	
Obama/D/President	SKED A 30'S	1537	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
57	10/23/12	10/26/12	M-F 3-4 PM	3:00-4:00 PM	-TWTF--	:30	4	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-TWTF--	4	\$700.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WESH	Tu	10/23/12	3:31 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12G155H	\$700.00 NM
4	WESH	W	10/24/12	3:21 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12G172H	\$700.00 NM
3	WESH	Th	10/25/12	3:49 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12Z159H	\$700.00 NM
1	WESH	F	10/26/12	3:38 PM	M-F 3-4 PM	3:00-4:00 PM	:30	OFA12G172H	\$700.00 NM
58	10/23/12	10/23/12	NBC Prime GO ON/ NEW	9:00-10:00 PM	-T-----	:30	1	\$2,500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	-T-----	1	\$2,500.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	Tu	10/23/12	9:52 PM	NBC Prime GO ON/ NEW NORM	9:00-10:00 PM	:30	OFA12G155H	\$2,500.00 NM
Total Spots							99		

Payment Terms 30 Days

<u>Gross Total</u>	\$147,650.00
<u>Agency Commission</u>	\$22,147.50
<u>Net Amount Due</u>	\$125,502.50